

Background & Methodology

Conducted 5,000 surveys among residents in The Auto Club Group territory

- Fielding took place July 11 - 21, 2025
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Driving safety habits

1. What do you consider the most distracting activities while driving?

	Top 3	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
	Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Texting		81%	78%	82%	81%	82%	79%	83%	81%	81%	73%	82%	76%	82%	80%
Using social media		52%	49%	50%	51%	50%	55%	55%	49%	54%	59%	47%	48%	53%	51%
Talking on the phone		45%	48%	47%	48%	38%	50%	43%	44%	51%	41%	47%	48%	44%	47%
Taking photos or videos		37%	40%	39%	40%	44%	39%	45%	39%	38%	41%	38%	35%	42%	39%
Eating or drinking		23%	24%	25%	20%	25%	23%	27%	23%	23%	21%	24%	25%	23%	23%
Daydreaming		16%	16%	15%	15%	13%	13%	11%	18%	13%	14%	16%	18%	16%	15%
Adjusting the radio/GPS		17%	15%	17%	12%	10%	12%	14%	15%	13%	17%	13%	17%	13%	14%
Other		1%	1%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%	1%	1%

2. Have you engaged in any of the following handheld device activities while driving in the past 30 days? (Select all that apply) - Excludes residents who do not drive

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	375	378	373	364	380	375	375	382	378	184	372	377	380	4,693
Using GPS or navigation apps	41%	32%	37%	31%	38%	31%	41%	38%	37%	37%	37%	31%	35%	34%
Talking on the phone	38%	32%	34%	30%	34%	32%	33%	39%	42%	36%	38%	34%	34%	34%
Texting or messaging	23%	16%	17%	21%	24%	19%	22%	22%	21%	21%	23%	21%	18%	19%
Browsing social media	9%	8%	10%	10%	9%	12%	9%	12%	9%	9%	10%	10%	6%	9%
Taking photos or videos	9%	11%	9%	8%	7%	8%	10%	7%	9%	12%	7%	9%	7%	9%
Other	1%	0.2%	1%	2%	1%	1%	1%	0.3%	1%	1%	1%	1%	1%	1%
None, have not used a handheld device while driving in the past 30 days	37%	46%	43%	47%	39%	45%	41%	39%	37%	38%	37%	45%	43%	43%

3. What measures do you take to minimize distractions while driving? (Select all that apply) - Excludes residents who do not drive

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	375	378	373	364	380	375	375	382	378	184	372	377	380	4,693
Set GPS destination before driving	53%	53%	59%	54%	51%	54%	60%	50%	54%	49%	51%	55%	57%	55%
Keep my phone out of reach	38%	30%	35%	35%	35%	38%	36%	32%	31%	38%	35%	33%	35%	34%
Avoid eating or drinking	30%	35%	35%	32%	26%	25%	30%	28%	30%	31%	31%	29%	30%	31%
Use "Do Not Disturb" mode	22%	25%	27%	28%	17%	20%	21%	20%	25%	21%	29%	23%	21%	24%
Turn off my phone	13%	15%	19%	17%	13%	14%	15%	17%	12%	15%	14%	11%	14%	15%
Other	3%	3%	4%	4%	4%	3%	4%	4%	4%	2%	5%	5%	3%	4%
None, do not take any measures to minimize distractions while driving	8%	11%	7%	9%	13%	10%	11%	13%	11%	13%	9%	11%	9%	10%

4. Do you believe distracted driving near school zones poses a major risk to children's safety?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
	Base (n=)	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes		95%	96%	94%	95%	93%	94%	96%	96%	94%	94%	95%	96%	95%
No		5%	4%	6%	5%	7%	6%	4%	4%	6%	6%	5%	4%	5%

5. Have you ever been involved in a driving incident (i.e., a crash or near miss) caused by distracted driving (yours or someone else's)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	25%	26%	31%	25%	22%	28%	23%	29%	26%	26%	31%	29%	23%	27%
No	75%	74%	69%	75%	78%	72%	77%	71%	74%	74%	69%	71%	77%	73%

6. Do you believe distracted driving is as dangerous as impaired driving (i.e., driving under the influence of alcohol or drugs)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	81%	84%	83%	83%	83%	82%	85%	83%	82%	81%	84%	82%	85%	83%
No	8%	9%	11%	11%	10%	11%	8%	10%	12%	12%	9%	7%	7%	10%
Unsure	11%	7%	6%	6%	7%	7%	7%	7%	6%	7%	7%	11%	8%	7%

7. Have you ever hit or had a close call where you almost hit a pedestrian or bicyclist while driving?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	20%	19%	17%	13%	14%	18%	14%	17%	12%	15%	15%	16%	16%	16%
No	80%	81%	83%	87%	86%	82%	86%	83%	88%	85%	85%	84%	84%	84%

8. Do you believe electric bikes and scooters increase the overall risk of traffic crashes?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	51%	63%	48%	60%	49%	49%	51%	50%	55%	50%	49%	48%	55%	55%
No	22%	17%	24%	19%	24%	27%	21%	22%	21%	27%	24%	24%	21%	21%
Unsure	27%	20%	28%	21%	27%	24%	28%	28%	24%	23%	27%	28%	24%	24%

9. What are your greatest concerns about sharing the road with electric bikes and scooters? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Unpredictable behavior	62%	60%	60%	65%	63%	59%	65%	63%	59%	60%	60%	56%	66%	61%
Riding on sidewalks or in traffic lanes improperly	53%	54%	49%	50%	50%	47%	55%	51%	45%	51%	50%	45%	55%	50%
Lack of visibility	46%	45%	48%	49%	51%	46%	46%	51%	45%	49%	47%	49%	48%	47%
Lack of regulation/enforcement	42%	42%	41%	48%	37%	35%	43%	43%	40%	37%	39%	44%	39%	41%
Speeding in pedestrian zones	30%	35%	25%	34%	27%	26%	31%	27%	24%	22%	24%	25%	27%	29%
Other	3%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%
None, do not have any concerns about electric bikes and scooters	7%	8%	10%	6%	7%	6%	7%	7%	10%	10%	8%	11%	9%	8%

10. How often do you wear your seatbelt while driving or riding in a vehicle?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Always	83%	88%	89%	86%	85%	87%	89%	80%	86%	79%	87%	84%	85%	86%
Most of the time	12%	7%	6%	10%	10%	9%	7%	12%	8%	12%	9%	7%	9%	8%
Sometimes	3%	4%	3%	3%	3%	3%	2%	3%	5%	5%	3%	6%	4%	4%
Rarely	1%	0.2%	1%	0.5%	1%	1%	1%	3%	1%	1%	0.5%	1%	1%	1%
Never	1%	0.5%	1%	1%	1%	0.2%	1%	2%	0.3%	3%	1%	2%	1%	1%

11. What are the reasons you have not worn your seatbelt in the past? (Select all that apply) - Asked of residents who do not always wear a seatbelt

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	67	49	46	55	60	51	40	82	56	42	52	66	58	724
Short trip	36%	26%	36%	47%	36%	31%	42%	43%	45%	48%	34%	33%	43%	36%
Forgot to put it on	45%	36%	26%	42%	36%	33%	35%	28%	36%	33%	35%	31%	30%	35%
Discomfort	22%	35%	26%	31%	18%	31%	28%	40%	23%	24%	26%	29%	21%	28%
Sitting in the backseat	25%	34%	23%	27%	28%	24%	30%	16%	26%	19%	24%	20%	14%	26%
Driving in a low-speed area	32%	12%	26%	31%	26%	18%	29%	15%	16%	22%	17%	18%	20%	20%
Didn't think it's necessary	17%	20%	22%	17%	19%	16%	16%	19%	15%	24%	18%	26%	28%	19%
Other	4%	2%	5%	4%	6%	6%	6%	5%	0%	7%	4%	6%	3%	4%

12. What factors should parents consider when deciding whether their child is ready to transition from a car seat or booster seat to using an adult seatbelt? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
State law requirements	81%	77%	77%	80%	80%	81%	79%	77%	78%	69%	78%	76%	77%	78%
Child's height	61%	64%	62%	60%	71%	63%	69%	69%	62%	70%	62%	65%	67%	64%
Child's weight	61%	59%	62%	58%	65%	59%	64%	66%	64%	65%	61%	60%	64%	61%
Child's age	55%	59%	61%	57%	58%	56%	62%	59%	57%	56%	57%	56%	56%	58%
Other	1%	1%	2%	1%	1%	0%	1%	1%	0.5%	1%	2%	1%	1%	1%

13. Which of the following do you personally consider speeding? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Driving over the posted speed limit	40%	40%	35%	42%	34%	36%	34%	38%	32%	42%	37%	38%	31%	37%
Driving 5 mph over the speed limit	56%	52%	50%	56%	49%	53%	51%	56%	48%	57%	52%	54%	51%	52%
Driving 10 mph or more over the speed limit	90%	85%	88%	88%	90%	89%	87%	89%	87%	88%	88%	89%	89%	88%
Driving too fast for road, traffic, or weather conditions, even if under the speed limit	56%	53%	55%	55%	58%	53%	60%	54%	54%	53%	58%	51%	60%	55%
Driving faster than surrounding traffic	36%	32%	35%	37%	36%	32%	36%	33%	35%	33%	34%	33%	38%	34%
None of the above	3%	5%	3%	4%	2%	3%	4%	3%	2%	4%	3%	4%	3%	3%

14. In what speed limit range do you typically drive? - Excludes residents who do not drive

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	375	378	373	364	380	375	375	382	378	184	372	377	380	4,693
Speed Limit	28%	35%	26%	36%	23%	31%	27%	32%	22%	33%	25%	31%	23%	29%
1-5 mph over the limit	43%	36%	40%	41%	50%	46%	47%	53%	48%	49%	45%	41%	52%	43%
5-10 mph over the limit	24%	23%	29%	18%	24%	20%	24%	12%	24%	14%	26%	22%	23%	23%
10-15 mph over the limit	4%	5%	3%	4%	2%	2%	1%	1%	5%	2%	3%	4%	2%	4%
15 mph or higher over the limit	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	0.2%	1%

15. What are the main reasons you drive over the speed limit? (Select all that apply) - Asked of residents who typically drive over the speed limit

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	270	248	275	232	293	258	277	260	294	124	281	261	294	3,367
Driving with traffic flow	68%	68%	71%	71%	73%	68%	74%	71%	75%	60%	69%	73%	74%	71%
Don't think a few miles over the limit is speeding	27%	29%	27%	27%	33%	27%	27%	22%	28%	26%	29%	23%	22%	27%
To get to my destination faster	21%	20%	18%	22%	23%	18%	25%	18%	16%	26%	17%	23%	18%	19%
Not paying attention to speed	18%	13%	16%	13%	13%	16%	13%	15%	14%	20%	14%	13%	12%	14%
Other	1%	1%	1%	1%	1%	0.3%	2%	3%	0.4%	4%	2%	1%	0.3%	1%

16. Do you believe that speeding significantly increases the risk of being severely injured or killed in a traffic crash?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	85%	86%	87%	82%	74%	80%	82%	82%	85%	81%	84%	85%	81%	84%
No	8%	9%	7%	9%	14%	13%	8%	7%	7%	10%	8%	7%	10%	9%
Unsure	7%	5%	6%	9%	12%	7%	10%	11%	8%	9%	8%	8%	9%	7%

Respondent Profile

Gender														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Male	50%	49%	48%	49%	50%	49%	50%	50%	48%	51%	48%	48%	50%	49%
Female	50%	51%	52%	51%	50%	51%	50%	50%	52%	49%	52%	52%	50%	51%

Age Range														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
18-29	21%	17%	21%	20%	21%	20%	19%	21%	20%	24%	19%	20%	20%	19%
30-39	20%	16%	18%	18%	16%	16%	17%	17%	17%	18%	16%	17%	16%	17%
40-49	17%	15%	17%	16%	16%	15%	16%	17%	16%	15%	15%	16%	15%	16%
50-59	14%	16%	16%	17%	15%	16%	15%	14%	16%	13%	16%	16%	16%	16%
60-69	14%	17%	15%	15%	16%	17%	17%	16%	16%	15%	17%	16%	17%	16%
70+	14%	19%	13%	14%	16%	16%	16%	15%	15%	15%	17%	15%	16%	16%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from July 11 - 21, 2025. A total of 5,000 residents completed the survey. Survey results have a maximum margin of error of $\pm 1.4\%$ points. For individual states (except ND), the maximum margin of error is $\pm 4.9\%$ points. Responses are weighted by age and gender within state to ensure reliable and accurate representation of the adult population (18+).